

### This Week's Motto:

Perhaps doctors try to make people live longer, so they will get paid.

## The 'Average' American

Next time you face the "average" American family's experience of having too much month left over at the end of the money, you might get a momentary lift by pondering these statistics:

The average family in this country will, during a lifetime, have a total income of \$250,000! Of course, they will spend \$58,000 for housing, \$48,000 for food and drink, \$36,000 for taxes, \$26,000 for church, clubs, and education, \$6,000 for medical bills, and so on. But... a quarter of a million bucks!

Naturally, it won't pay the grocer now, nor the FHA or the landlord... but isn't it a lovely dream to think of that lifetime earning all in one hunk? Like, man!

## Charting a Course

An air of excitement has been building up around the offices of the Torrance Chamber of Commerce in recent weeks as an inspired membership under the leadership of Manager Don Reining sets about to put in action a program designed to put the organization on a business-like basis.

Positive steps have been outlined by the recently appointed manager to assure that the Chamber will more adequately represent all segments of the city, and that it draws its strength from all segments of the city.

Among the first goals of the newly inspired Chamber is an ambitious membership program, with the announced goal of bringing into the Chamber representatives of all business, industrial, and allied organizations in the city.

The overhauling of the objectives and actions of the Chamber could hardly be said to be in orbit, in fact, it's barely off the launching pad. The Chamber, however, is to be commended for establishing some realistic goals, and then drafting some of the ablest men of the community to carry out projects leading to the goals.

Under the leadership of President Harold Frenz, and with such committee chairmen as William Belding and William Greenawalt, the future for the Chamber of Commerce is unusually bright.

With the support of community leaders who are willing to shoulder a fair share of the burden of a Chamber of Commerce, the day is near when the local organization can chart its own course, finance its own program, and take credit for its own accomplishments.

This is as it should be.

## The Grey-Flannel Suit

Current attacks on advertising—by government officials and others—and the resultant internal debate as to how the industry can best reveal to the public its true nature, and goals, have tended to exaggerate its grey-flannel-suit, Madison-Avenue image. Too easily overlooked are the immense creative and technical contributions that have been and are being made in other areas, especially the west.

This fact was accentuated for many California newspaper and advertising men the other day when announcement came of the retirement of Russell N. Lockwood after nearly half a century in the advertising business. "Rusty" Lockwood established his own agency in Los Angeles 47 years ago, and built it to national proportions. He was a charter member and organizer of the first ad agency association on the Pacific Coast—the California Advertising Assn. Agency, which later became the American Advertising Agency Assn., Pacific Coast Division. His career has spanned a period of remarkable contribution by his industry to the economic growth of the west.

Perhaps it is just as well that advertising is facing a crisis. There is nothing like challenge to break down insularity, to destroy clichés, to create greater understanding and respect. Advertising is basically strong because its creative roots draw sustenance from all parts of the country, from many men of many skills, who have seen a need and worked hard to fill it.

## Opinions of Others

"We hate to argue with these summer suit manufacturers but the only thing we've ever come across that is 'comfortably cool' in the mid-summer heat comes in a glass.—Richard Mayer, Jr., North Vernon (Ind.) Sun.

"Didn't Columbus start the fad of taking a trip on borrowed money?—George B. Bowra, Aztec (N. M.) Independent-Review.

"There's this to be said about money. The color never clashes with any outfit you're wearing.—E. M. Remburg, Vista (Calif.) Press.

"The longest two weeks in the year is when the other guy is on vacation.—Joe Merendino, Farmingdale (N. Y.) Post.

"If we were concerned only over getting the 'Ooh-la-las' and cared nothing about the 'Nyets,' Jackie Kennedy clearly would be the answer to international relations problems.—J.D. Blizard, Dillon (S.C.) Herald.

"Remember this: The government or anyone else, cannot give anything to anybody without taking it from someone. For every giveaway, there must be a take-away—no matter how it's disguised or to what extent the giveaway is played up and the take-away is played down.—George C. Keyes, Oklahoma County (Jones, Okla.) News.

## It's Not That We Love Them More—



## From the Mailbox

By Our Readers

Editor, Torrance Herald  
May I express the gratitude of the entire Department for your help in our recent request for an 11 per cent salary increase.

We have endeavored, and will redouble our efforts to provide the finest possible professional service to the citizens we serve.

Many thanks, also, for the part you have taken in our recruitment drive.

May I assure you of our continued cooperation in any way possible.

Sincerely,  
Peter J. Pitchess  
Sheriff

Editor, Torrance Herald

On behalf of thousands of volunteer workers who annually raise funds for the Community Chest in the Harbor Area, I want to thank you for using the 1960-61 stewardship report to let contributors know where their funds are spent.

Your help in disseminating this information is part of our continuous effort and our pledge to always let the people know how and where their Community Chest contributions are used.

We sincerely appreciate this generosity and we are most grateful for the continued support the Torrance Herald gives the Community Chest.

Cordially,  
James Visciglia,  
Harbor Area Board Chairman

Editor, Torrance Herald

Once again our vast army of friends has played a major role in making the recent Hope Sunday drive on behalf of the City of Hope an unqualified success.

Certainly, a large share of the success can be credited to strong editorial support, such as that provided so unstintingly by your paper.

The patients and the board of directors of the City of Hope join me in thanking you and the wonderful people of your community for going "all out" to aid our humanitarian cause. It is because of such generous efforts that we are able to pursue our pilot assault against catastrophic disease.

We are most grateful.  
Sincerely,  
Louis Tabak,  
President

Editor, Torrance Herald

In behalf of the 2644 conventioners and the convention personnel for the recent assembly of Jehovah's Witnesses, California Circuit No. 16 at the Washington High School, 108th and Denker, June 23-25, I wish to express our appreciation for the cooperation and courtesy extended us from your staff. Certainly your help in publicizing this semi-annual event has been a factor in its success.

It is our desire to maintain this affable relationship by making available to you the type of news releases about

the activity of Jehovah's Witnesses that will aid you to meet the needs of the subscribers in the community you serve. In your community concern I am sure you will be interested to know much time and attention was given at our Christian conference to family, home and youth training, showing practical application of Bible principles in combating delinquency and home conditions that breed it.

Thank you again for your participation in bringing our assembly to a successful conclusion.

GLEN HAYDEN,  
Public News Service

Editor, Torrance Herald

Having read in the papers of the United States Supreme Court's decision upholding provisions of the Internal Security Act of 1950, requiring Communists to register with the government until its next session, I feel there should be some dissenting voices.

They (the Communists) had two weeks while the Court was in session in which to file their petition for a rehearing, but they chose to wait until the day following the Court's recess. Brilliant timing. Their well worn method of delayed action!

The Communists use every smallest detail, least opportunity to help their cause, "world conquest." It's time we counter attacked, foresaw their slick schemes, and blackened their cause at every step.

Their evil knife is at our throat. Can we be so naive as to throw our weight into their death thrust? Also, since when is it unconstitutional to demand a belief in the existence of God? The Declaration of Independence reads, "God has endowed man with inalienable rights."

These "rights" presumably were not meant to include

the right to undermine our nation's government, which is what happens when godless men wield power.

We have proof of this past and present history. America was built by men who believed in their Creator. It will not be held by men with feet of clay, men who have no need for God's strength and love.

Animals do not profess belief in God, but who wants to live as, or be subject to an animal?

MRS. LEO CARNAHAN

## Gains and Brains

By Estey I. Reed

The Christian Science Monitor, Nov. 27, 1958, said the home was being subjected to the greatest strain in history, with many forces conspiring to wreck the foundation of our civilization. Also, multiplication of machinery had a tendency to break it down.

Cost of living constantly increased, forcing women to work to meet household expenses. "In the old days," stated the article, "father, mother, and children all worked under the same roof. Now all are scattered during the day." Sound familiar? Yet, 53 years later, the family still exists, with signs of stress but showing hope.

Some people aren't happy by prosperity. Some families' poverty seems to make them closer and dependent on each other. An inheritance or a sudden streak of good fortune often brings about changes. Frequently, attitudes between members of those families change toward one another. Breakups in families often occur. "He that loveth silver shall not be satisfied with silver" (Ec-

## Law in Action

## Talking the Case Over

The law favors settlements out of court.

"Let's talk this over before we go to court." Lawyers for each side are duty bound to try to "settle" even where their clients are not on speaking terms. Well over 90 per cent of the automobile accident cases are settled without going to trial.

Will this "talking it over" work in criminal cases as well as it has in civil suits? Well, recently California district attorneys have tried it.

For a person suspected of a small crime (misdemeanor), the district attorney may call him in, give him a citation, talk over the accusation, and if possible, settle minor infractions without costly court trials.

As a rule, if the accused doesn't show up when invited in, the district attorney gets

out a warrant for his arrest, and he is in trouble. But if he comes in, a deputy will confer with him, his lawyer, and his accuser. Often the violator gets a reprimand or the parties reach a solution to satisfy everybody.

Of course if the violation is grave, the accused may still have to face court. For a district attorney cannot punish. Only a court can.

Even before such a citation, the district attorney has to screen complaints. He rejects those that may be purely private and involve no crime.

In private (civil) lawsuits the courts also bring the parties together to try to settle their dispute before trial.

Either party may have the other side tell his story, pro-

## Unanswerable Questions Check Students' Morals

By JAMAES DORAIS

How would you answer these questions:

"Which is worse: spitting on the Bible, or spitting on the American flag?"

"Which is more important: taking the oath of Allegiance to the U.S., or joining a church?"

"Which is worse: denying the existence of God, or laughing while the Star-Spangled Banner is being played?"

These questions are included in the "Moral Value Inventory" test, which according to a Minority Report of the Citizens Advisory Commission to the Joint Interim Committee of the Public Education System, is being used in one California school district.

This test, and others used in California schools—some of them published by the State Departments of Education and Mental Hygiene—are objected to in the Report on the grounds that they "pry into children's innermost thoughts, force and

teach them to tattle on their parents, brainwash them to change their beliefs and feelings, and violate the fifth amendment by compelling the student to incriminate himself by providing evidence which may be used against him."

Whether such tests serve valid educational goals, some of them strike the lay observer as uncommonly difficult either to answer or to grade. For example, the questionnaire, "The Measurement of Wants," asks "How much money would you want to spit on the crucifix;—eat a pound of human flesh?—desecrate a church service?"

Would a child who answered "a thousand dollars" get a better or poorer score than a child who answered "one dollar"—and for what reasons?

The approved answers, however, are indicated in the Life Adjustment test, "Growing Up Socially." To the multiple choice statements: "A—

I think the United Nations idea has already failed; B—I think the United Nations idea is all right, but is surely doomed to failure;—C—I think the United Nations idea will succeed," the high score goes to the "C" response. If, however, at some future date the United Nations should fail as the League of Nations did, there is apparently no provision for redress for a "B" respondent.

A really chilling test, from a parental standpoint, is "Science Research Associate Junior Inventory" checklist which contains statement such as: "I don't like my home; I wish I didn't have a sister; My mother is too bossy; My mother and dad; often fight; I have to do too much work at home."

Surely most parents have a tough enough time these days keeping an upper hand at home without having Science Research Associate handing the little so-and-so's ammunition.

## Out of the Past

From the Files of the HERALD

### 20 Years Ago

In contrast to steadily increasing property valuations in Torrance presently, the city was retrogressing in 1941 when the HERALD noted total assessments had dropped \$800,000 to \$18,621,105 during the preceding year. Oil wells and real estate devaluations caused the decline, it was stated. Real estate improvements and personal property, however, slowed an encouraging increase. The total assessed valuation of Redondo Beach that year was \$5,672,475, less than one-third that of Torrance.

Eight members of the nine-man Selective Service group that composed the 13th call-out from this district were present at the breakfast held in their honor Tuesday morning by members of the Lomita Veterans of Foreign Wars Post and Auxiliary at the VFW hall in Lomita. The one missing selectee was already in the army in Arizona.

Motorists who have formed the habit of leaving home in the morning at the very last minute and then speeding through the city's streets to arrive at work on time were warned today by Chief John Stroth to leave home earlier and to watch their driving habits.

The chief promised a vigorous prosecution campaign on traffic violators.

Two six-year-old boys, stranded on a narrow ledge 100 feet above the ocean at Hollywood Riviera, were hauled to safety by Torrance police officers. The boys became marooned for more than two hours when they tried to climb the cliff after a swim in the ocean.

Charlie Whelchel of Lomita, now pitching for Big Spring, Tex., Sunday night hurled

## During this Week

July 16, 1798 — Congress authorized America's original Federal Marine Hospital, for treatment of disabled seamen, which was to be at Norfolk, Va.

July 17, 1866 — America's initial subaqueous highway tunnel was authorized by Chicago's Board of Public Works. The 1520-foot tunnel was completed in 1869 for \$512,700 beneath the Chicago River, and was called the Washington Street Tunnel.

July 18, 1840 — Britannia, the initial modern steamer and forerunner of the Cunard Lines arrived in Boston, following its maiden voyage from Britain.

July 19, 1776 — The Declaration of Independence was ordered to be engrossed on parchment for permanent keeping. Only six of the original 56, who voted for its adoption, failed to sign at the time.

July 20, 1868 — Congress passed an act placing a stamp on every package of cigarettes before public sale. The law augmented that of June 30, 1864, which placed a tax on tobacco.

July 21, 1880 — The first tragedy in underground passage construction caused by an explosion of compressed air occurred in the building of the Hudson River Tunnel between Morton Street, New York City, and Hoboken, N.J. Twenty workers were drowned.

July 22, 1887 — The U.S. and Jamaica, British West Indies, completed negotiations, through U.S. congressional action, for parcel post service between the two countries.

## LIFE'S LIKE THAT

By FRED NEHER



"Never mind the fire engine..."